



## Reconstruction Crisis Appeal for Kenyan Micro and Small Businesses

SACOMA has opened an appeal to help in the reconstruction of hundreds of thousands of livelihoods affected by the crisis in Kenya. More than 500 people have been reportedly killed, thousands injured and hundreds of thousands displaced. There is improved security and a slow return to normality. The injured and displaced population is mainly poor. The majority of the affected owners include micro or small businesses that were their family's only means of income.



### Barrack's story

*"We are stunned and in deep shock with the violence that has left many of our people dead, injured, with no homes or businesses to go back to. We have lost income for the 24 youth and do not have money to provide basics for ourselves and families. I am a 19 year old orphan with 9 younger siblings to support, two children, a wife and 24 youth employed in the business. Within days we saw our entire business destroyed. I now have no business or means of income to support any of them. I have seen many other businesses completely destroyed and people losing hope for the future. Some*

*aid agencies have started distributing food. What we now need is support to be able rebuild our businesses so that we can take care of ourselves and families in the future". - Barrack*

Following the eruption of violence, a significant number of businesses have been completely destroyed. For example in Kibera Nairobi, the largest slum in Africa with a population of at least 700,000, there is virtually no market activity on the usually busy enterprising streets. Likewise in Kisumu, parts of Rift Valley and Mombasa, most businesses have been burned, looted or destroyed. Hundreds of thousands of poor and vulnerable people were not only unable to flee the violence but do not have any form of livelihood to go back to. Following the recent turmoil, there has been a greater and more critical need to support the reconstruction of hundreds of thousands of livelihoods.

### Barrack's hope

*Owner, Golden Vision Recycling Company.*

*Before the crisis in our country, through the help of SACOMA, our business was well planned and managed. We had plans of expanding our recycling enterprise, employing more youth, providing portable toilets, planting trees and expanding our area of operations. At the moment we are not sure what to do next. We received financial support, as well as help from business angles and international business mentors. I am hopeful that together we will achieve our dreams through your support". – Barrack*

The SME sector is the back bone of Kenya's economy. Through the appeal, SACOMA and its partners aim to set up a programme of **Business Reconstruction Centres** that will effectively respond to the entrepreneur's needs including a) provision of business space b) restocking c) reconstruction of vital business records and documentation for example accounting records and titles d) provision of start up capital e) business counsellors and mentors. Planning and data collection will be integrated into the project to support the implementation of a longer term programme of support.

With head office in London and operational projects throughout the UK and various other countries in sub-Saharan Africa, SACOMA implements innovative mechanisms to work with people normally excluded from main-stream development sectors of sustainable economic development. We specifically leverage appropriate financial services and capacity building.

SACOMA is seeking the support of international partners including individuals, SME's, companies, donors and the business development community to endorse this 'Kenya Business Reconstruction Crisis Appeal' that will be launched.

The launch will take place on Thursday the 7<sup>th</sup> Feb 2008 from 5.30 pm to 9.30 pm hosted by the award winning Brilliant Restaurant, 72/76 Western Road, Southall, UB2 5DZ.

### Barracks future

*"Through your generous support, we will be able to rebuild our businesses. Income from business will make it possible for us to feed our families, send our children to school and most importantly, be able to rebuild our lives through regained confidence, motivation and hope to dream again" - Barrack*

## To support Reconstruction Crisis Appeal for Kenyan Micro and Small Businesses

### Please tick the appropriate box below:

SACOMA's appeal will be used to support the reconstruction of former small and micro business owners who have income or any means of livelihood. SACOMA is working with various partners on the ground to initiate the process of supporting people to regain their livelihoods. The appeal will provide replacement of equipment; re-stock supplies, reconstruction of premises, initial aid for basic supplies including food supplies and clothing for several weeks, counseling, business redevelopment support and advice.

#### Ways to give:

- Make a secure online donation by credit or debit card ( [www.sacoma.org.uk](http://www.sacoma.org.uk))
- Give over the phone by calling 020 8554 9444
- Send cheques made payable to SACOMA to **108 Cranbrook Road, Ilford, Essex, IG1 4LZ**
- Attend the fundraising event on Thursday the 7<sup>th</sup> February 2008 at Brilliant Restaurant, 72/76 Western Road, Southall, UB2 5DZ

€ I will attend the fundraising dinner on Thursday 7th of February 2008 from 5.30 pm to 9.30 pm hosted by the award winning Brilliant Restaurant, 72/76 Western Road, Southall, UB2 5DZ at a contribution of £100 per person.

€ I would like to make a donation to SACOMA. Please send your cheque/money order donations to 108 Cranbrook Road, Ilford Essex. Cheques are payable to SACOMA. You may also deposit your donations to:

Sahara Communities Abroad (SACOMA) Lloyds TSB A\C No.1961543 Sort Code 30-94-51

€ I would like to make my donation to SACOMA online [www.sacoma.org.uk](http://www.sacoma.org.uk):

Amount    €20    €50    €100    €200    €other

€ Please send me information on how I can become a business angel

€ Please send me information on how I can become a business mentor

€ Please send me information on how I can provide business equipment and supplies

€ I am a UK tax payer and I authorise SACOMA to recover gift AID from my donation

Name..... Signature..... Date.....  
Address.....  
Tel.....

Thank you for your support that will enable families to be able to regain hope for tomorrow and the future, buy basic food supplies, provide for their children and most importantly build a reliable future through rebuilding their means of livelihoods.

Sahara Communities Abroad (SACOMA)  
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Website: [www.sacoma.org.uk](http://www.sacoma.org.uk)

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